

CUSTOMER NO.: 24498  
Serial No.: 10/018,070  
Office Action dated: March 17, 2009  
Response dated: 06/11/09

PATENT  
RCA 89,470

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

JUN 11 2009

Applicants: Wanda Green Thompson et al.  
Serial Number: 10/018,070  
Filing Date: October 25, 2001  
For: ADVERTISEMENT SELECTION BASED ON USER  
ACTION IN AN ELECTRONIC PROGRAM GUIDE  
Examiner: Fred H. Peng  
Art Unit: 2426

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

Mail Stop: AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action dated March 17, 2009, for which a response is due June 17, 2009, please enter the following amendments and Remarks/Arguments in the above-identified application.

Listing and Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.

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**Total Pages: 9**

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being transmitted, Via Facsimile, to the United States Patent and Trademark Office, Mail Stop: AMENDMENT, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on:

June 11, 2009  
Date

Patricia M. Fedorowycz  
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